



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of

Inventor(s): Todd Robert COLAS et al.

Serial No: 09/935,120

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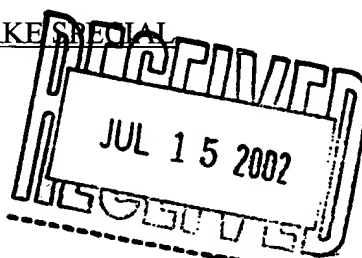
For: ELECTRONIC ADVERTISEMENT SYSTEM AND METHOD

2100  
#3/reg \$  
Petition  
to make  
Special  
7-18-02

PETITION TO MAKE SPECIAL

Assistant Commissioner of Patents  
Washington, DC 20231

Sir:



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The Applicants respectfully petition that the above-captioned application be granted special status. The requirements of MPEP section 708.2 (VIII) are complied with as follows:

(1) A check is enclosed herewith in the amount of \$130.00 for the petition fee set forth in 37 CFR 1.17(h).

(2) All pending claims (claims 1-26 as originally filed) of the present Application are believed to be directed to a single invention; if the Office determines that all claims presented are not obviously directed to a single invention, the Applicants agree to make and election without traverse as a prerequisite to the grant of special status.

(3) A pre-examination search has been made, and an Information Disclosure Statement directed thereto was filed on November 21, 2001; also, the background art cited in the Background of the Invention section of the present application is discussed herein.

(4) One copy of each of the prior art deemed most closely related to the subject matter encompassed by the claims which is of record in the form of the art cited in the Information Disclosure Statement filed on November 21, 2001.

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(5) The following is a detailed discussion of the art cited in the Information Disclosure Statement filed on November 21, 2001, pointing out how the instant claimed subject matter is patentably distinguishable thereover.

The US '470, '443, '488, '955 and '724 references disclose how best to fill a given area in a publication by addressing different aspects of manipulating text type characteristics and/or images so that the text or images fit within a given shape or newshole within the publication.

The US '354 reference discloses how to arrange text and ads, for example, to fill a given area within a publication without manipulating the content of the text or the image, per se.

The US '733 and '121 references disclose publication layout systems that impose a predetermined layout style on electronic and print media through the use of pre-specified formatting rules.

The US '996 reference discloses a document preparation system that is directed to multicolumn formats.

The US '755 reference discloses flowing document content around elements which are fixed by location within the document.

By contrast to the above art, the invention of independent claim 1 defines an ad preparation system with administration comprising not only the means for preparing and administering ads for publication in at least one ad delivery medium but also comprising means for specifying by a company advertiser and an ad publisher both the personnel roles and business rules that control the preparation and administration of these ads by these roles according to these rules, and a database for storing the rules and roles so specified and ads so prepared and administered. Further, the invention of claim 5 extends claim 1 to define the means for preparing an ad as (1) for each individual ad there is defined a default Ad Box

layout template having multiple entries, and (2) for combining components comprising at least one individual Ad Box and other components there is defined an Ad Master layout template. Still further, the invention of claim 6, which extends the invention of claim 5, defines the means for specifying business rules as comprising a plurality of such rules being specified by at least one of an advertiser and publisher such that each of said Ad Box default template entries and each of said Ad Master template components is controlled by at least one of said business rules, i.e., has at least one rule associated with each of its entries. Each company/publisher has at least one such associated Ad Box default template and at last one such Ad Master template and both are stored in a database. None of the cited reference is directed to preparing ads with administration by business rules and roles defined by advertisers and publishers for delivery to at least one delivery medium, wherein said rules roles and ads are stored in a database as in the invention of claim 1. None of the cited references are directed to laying out Ad Box entries by advertisers according to a pre-specified default format captured by associating business rules and roles with each Ad Box entry said rules and roles having been specified by at least one of an advertiser and a publisher and none are directed to specifying how individual ads are to be arranged so as to appear together according to a pre-specified Ad Master template controlled by associating business rules and roles with each Ad Master component, said rules and roles having been specified by at least one of an advertiser and a publisher, as defined by claims 5 and 6 which extend claim 1. Finally, none of the cited references are directed to administering the inter-organization ad preparation and publication process as defined by the invention of dependent claims 7,10,11, and 12 which extend the ad preparation system of claim 1.

The invention of independent claim 20 provides a method of ad preparation with administration controlled by advertiser and publisher specified business rules and personnel roles for delivery of said ad to at least one delivery medium, wherein said rules, roles and ads

are stored in a database. The invention of claim 21 extends the preparation of ads by the method of claim 17 by providing at least one Ad Box default template having a plurality of entries for preparation of an ad for an individual item and an Ad Master template having a plurality of components comprising at least one Ad Box, said Ad Box default template and Ad Master template being stored in a database. Claims 22 and 23, respectively, extend the invention of claim 21 to associating business rules and personnel roles with each Ad Box default template entry and each Ad Master template component. Claim 24 extends the invention of claim 23 to define a method for creating, editing and storing in a database by said roles of said Ad Box default templates and said Ad Master templates and associated business rules as well as instances of said templates formatted in accordance with said business rules. None of the cited references teaches a method for preparing and administering ad preparation according to advertiser and publisher business rules and personnel roles for delivery to at least one delivery medium. None are directed to a method for providing an Ad box default template having multiple entries for preparation of an Ad Box instance for an individual item by associating business rules and personnel roles with each Ad Box entry or for specifying how individual Ad Box instances are to be arranged so as to appear together according to a pre-specified Ad Master template controlled by associating business rules and personnel roles with each Ad Master component, as does the invention of claims 22-23 which extend the method of claim 20. Finally, none of the cited references are directed to a method for administering the inter-organization ad preparation and publication process as defined by the invention of claim 24 which extends the method of claim 23.

In the inventions of independent claims 1 and 20 a business method is provided which combines ad preparation with ad administration in which an advertiser and a publisher cooperate by specifying business rules and personnel roles for preparation and administration

of the ad preparation process, storing these rules and roles in a database, and preparing and administering ads according to these rules by these roles and then storing these prepared ads in a database for delivery to at least one delivery medium. The invention of independent claim 25 extends the invention of claim 1 to a hosted system providing the features of the invention of claim 1 and access to the database of claim 1, over a communications network. Claim 26 extends the hosted networked system of claim 25 to the Internet using a Web browser. None of the cited prior art, alone or in combination, suggest or discloses the present claimed subject matter.

Therefore, in light of the foregoing discussion pointing out how the claimed invention distinguishes over the admitted prior art of record, the Applicants respectfully submit that the inventions of each of the independent claims and the claims dependent therefrom are not anticipated by the admitted prior art and would have been obvious over any combination thereof.

Grant of special status in accordance with this petition is respectfully requested.

Respectfully submitted,



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